

The Influence of Greenpeace.Id Social Advertising on Green Attitude

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ABSTRACT

This study aims to determine how much influence greenpeace social advertising has on green attitude. Greenpeace is one of the Non-Governmental Organization (NGO) known for its efforts in promoting environmental awareness and nature protection. In the digital era, Greenpeace also uses social advertising to deliver environmental messages to a wider audience. This research uses a quantitative approach with a survey method to respondents who have seen advertisements from Greenpeace. Data will be collected through a questionnaire designed to measure the effect of social advertising on green attitude. The research is an explanatory type quantitative study with a positivist approach. The population used is a total of 30 million Intagram users and the sample uses a non-probability sampling method of purposive sampling with the Slovin formula with an error rate of 10%. The questionnaire was distributed to 100 respondents via google form and processed using SPSS version 29. Furthermore, the data was analyzed through simple linear regression test and coefficient of determination (R Square) test. The results of this study indicate that there is an influence of social advertising has an influence of 63.6% on travel interest and the rest is influenced by other factors outside the study. The hypothesis can be interpreted that H_0 is rejected and H_a is accepted.

Keywords: Green Attitude, Greenpeace, Social Advertising

INTRODUCTION

The problem of single-use plastic waste which can pollute the environment is increasing. From data released by the Ministry of Environment and Forestry or abbreviated as KLHK, it is stated that the amount of waste production in the archipelago can reach 175,000 tons every day or the same as 64 million tons per year (Rahmadhani et al., 2019). Preservation of the natural environment has become a very important issue in recent decades, as almost all industries have adopted environmental protection practices. Several companies have aimed to reduce the waste generated during the production and disposal of their products (Norton et al., 2014). If we use the assumptions from the data above, the waste that can be produced by each person is around 700 grams – 1 kilogram. Indonesia also produces large amounts of waste, especially plastic waste, amounting to 9.5 million tons per year (Okiana, 2021). The use of single-use plastics that cannot be overcome and have not yet found a solution results in losses that can be said to be massive, one of which can damage marine ecosystems, infertile soil due to plastic waste pollution and also air pollution due to plastic waste being burned by residents (Setiawan, 2019).

The problems that arise are due to the greater the human population, because the more people there are in a country, the greater the waste produced will automatically be (Winda Ryantari & Ketut Giantari, 2020). In their daily activities, the majority of people tend to rely on plastic products because they are cheap, light and durable. Plastic is still a favorite as a tool for shopping, as a tool for packaging food and also for drink

bottles. This condition will certainly have a big influence on the amount of plastic used and the increasing accumulation of plastic waste (Kadek et al., 2020).

The environmental situation has become very worrying, causing sympathy from various groups, making this problem the main focus so that it can be overcome. Humans are the main actors in environmental damage, therefore humans also have an important role in generating encouragement for others to be able to preserve the natural environment (Rahmadhani et al., 2019). The need for knowledge about a green attitude or environmentally friendly attitude can be a major factor as a driving force in community action in reducing further environmental damage. However, the emergence of a sense of concern for the environment does not appear by itself (Ryantari & Giantari, 2020). There is a need for environmental concern so that awareness arises in solving problems related to the environment (Winda Ryantari & Ketut Giantari, 2020). It is hoped that a green attitude can become a lifestyle that can create prosperity for nature and the living things in it (Kadek et al., 2020). One method to create awareness and knowledge about an environmentally friendly attitude or green attitude is to use the social advertising method (Brooks et al., 2020). Social advertising is widely used by non-profit organizations to convey their messages to a wide audience. The community is the main goal in social advertising activities, because these activities function to provide knowledge to change people's behavior in accordance with advertising (Priliantini et al., 2020). According to Kim (2019) people classify themselves into groups and identify with others to form a positive self-concept.

Environmentally friendly organizations are a place to classify themselves into a group. Therefore, Greenpeace is present as an organization from Indonesia which represents green organizations or non-profit environmental organizations and also non-governmental organizations (Maryam et al., 2021).

Greenpeace has distributed many advertisements about the importance of a green attitude and has also created an environmentally friendly movement by participating in activities to support environmental sustainability and taking concrete actions to help deal with the increasingly widespread problems of pollution and destruction that occur in the environment. Greenpeace Id also has a presence on the Instagram platform, namely @greenpeaceid as its user name, this account now has a following of up to 637,000 users with high interaction (Rahmadhani et al., 2019). Greenpeace on its Instagram account is also active in providing education and information containing knowledge to people in Indonesia about environmental damage and how we should overcome these problems. By using social media, Greenpeace usually distributes their advertisements containing information about the environmental damage that is occurring in Indonesia, the extent of its impact, so that it is hoped that this will create a sense of participation among the people of Indonesia in all efforts to restore and repair the environmental damage that has occurred (Maryam et al., 2021).

Greenpeace Indonesia also provides the public with knowledge about environmentally friendly lifestyles and issues regarding environmental problems that are currently occurring, not just mere boasting but there is also real evidence

from the results of Greenpeace Indonesia's campaigns. If information can trigger emotional aspects in its readers, then the chances of a response and increasing change will also increase. With this idea, researchers want to find out whether there is an influence of Social Advertising @greenpeace.Id on Green Attitude.

LITERATURE REVIEW

Advertising

Advertising can be a tool for spreading information and not just to inform about something, but also to create an activity in society in accordance with what has been recommended (Zulfikar & Yuliaty, 2019). Advertising can be said to be a form of communication that functions to convey a message to consumers or the intended target market. Not only that, advertising is also a form of promotional media that is very often used by companies in an effort to market and introduce their products to consumers, to build an image of the brand so that sales occur (Kotler & Keller, 2016). Kotler & Keller Kevin (2016) say that advertising is a way to present widely and can also be a means of promoting an idea, good or service by a sponsor or company that requires payment.

Kotler & Keller (2016) define advertising as a process of communicating several important things as a marketing tool that helps in the process of buying and selling goods, as well as providing services and ideas through certain means packaged in the form of information to convince and persuade consumers. George E & Michael (2007) say advertising is a form of broad communication about an organization, product, service or idea that is funded by a sponsor.

Social Advertising Greenpeace.Id

From a social point of view, the main function of advertising is to support lifestyle changes for the better. Advertising can also increase people's self-awareness of the social world around them, although the main function of advertising is to sell, but that is not the only main function. Advertisements can also provide entertainment, information and warnings (Nugraha et al., 2019). Social media creates the concept of social advertising as a new advertising method. The definition of social advertising is a promotional activity through social networking sites throughout the world. These changes in social advertising have significantly changed promotional patterns and created a new era in the business world (Rehman & Al-Ghazali, 2022). Social advertising also has several supporting dimensions such as informative, entertainment, credibility, content, ease of use and privacy (Rehman & Al-Ghazali, 2022).

Informative can be defined advertising capabilities must be able to provide information that can influence the audience. Second, entertainment, social advertising is seen as entertainment that can increase audience awareness because of its features. This increases the value of the advertisement and also influences attitudes. Then thirdly, there is Credibility or trust, the extent to which consumers trust or trust advertising. Fourth is Content, advertisers use content as a medium to build brands, entertain users, increase interaction, and also influence consumer attitudes towards advertising. Fifth, ease of use or easy for users to use. Lastly is privacy, which means that every user has access to maintain the boundaries between their personal profile and other people's

profiles (Rehman & Al-Ghazali, 2022). There are three components in an advertisement, namely the Headline, Illustration and finally the Signature Line. The following has been implemented in advertisements displayed by the Greenpeaceid Instagram account (Nugraha, 2019).

Pictures 1. Sosial Advertising Greenpeace



Source: greenpeaceid, 2023

The two images listed are examples of advertisements from Greenpeaceid in different formats. Image one is an advertisement from Greenpeace.id in image format displayed on the main page of the Instagram profile. In this post, Greenpeace raised the theme "National Waste Care Day" with the hope that people's attitudes will be more concerned about waste which has caused incidents and casualties. Figure 2 is a screenshot of a video or reels from a Greenpeace advertisement spread on Instagram social media. The advertisement raises the theme of how people can become more aware of a green attitude, one example is by reducing the use of plastic, saving electricity, bringing your own drinking bottle to reduce the use of single-use packaging, and so on.

Abdullah (2017) found that 59% of people use social media in their daily activities, especially Instagram, Facebook, Twitter, and also YouTube

which have a very high number of users, making them suitable as media for advertising. Social media advertising is becoming a widespread advertising platform at both individual and business levels. Parveen (2012) has researched the websites of 860 companies and found that 817 companies from various sectors use social media for advertising purposes. Social media advertising has also become part of aspects of people's lives (Rehman & Al-Ghazali, 2022). Instagram has become a very popular medium for use as an advertising medium, Instagram advertising is one of the services most frequently used by its users (Syafitri & Yulianto, 2020).

Green Attitude

Gumgum (2016) revealed that green attitude is a positive or negative assessment of each individual, object, or problem related to the environment. According to Gumilang (2016) there are 3 main dimensions of attitude, the first is Cognitive. Cognitive is a study that shows that message recipients are closely related to the thoughts that arise during the understanding stage. This response refers to the mental processes and knowledge structures involved in a person's response to their environment (Simamora et al., 2019). The second is affective, this component refers to the emotions felt when someone receives an ongoing message. Affective shows feelings and respect for certain objects (Simamora et al., 2019).

The last is conative. Conative is a tendency in an action to decide or respond to problems that are happening or implement behavior as a goal towards an object (Simamora et al., 2019). The dimensions above can be supported by

environmentally friendly attitudes such as Reduce, Reuse, Recycle which is a behavior focused on a proactive role in protecting the environment in society, while also increasing many people's awareness of environmental concerns (Kautish & Sharma, 2019).

Greenpeace Indonesia

Greenpeace Indonesia is a non-profit organization, which means that the organization was formed to support a matter or issue that attracts public attention in order to make changes to both individuals and communities (Muallief, 2021). Greenpeace is engaged in environmental sustainability. Greenpeace Indonesia is also a global and local movement or campaign in an effort to preserve the earth without violence. This organization actively carries out various campaigns, ranging from demonstrations on the streets to legal efforts, and utilizes various social media platforms. Some of the social media platforms used by Greenpeace Indonesia are Twitter, Instagram, Tiktok, and Facebook. Greenpeace is also active in creating content with the theme of the current environmental campaign, the types of content or material uploaded include several things such as writing, visual and audio visual content. In addition to actively creating content, the organization also actively organizes discussion forums on environmental issues for the people of Indonesia.

METHODS

This study uses quantitative research methods. Quantitative research is an approach that involves systematic measurements that have been planned before data collection, and uses

predetermined standards (Neuman, 2013). The concepts in this study are represented by various variables, and the analysis process uses tabular or diagrammatic statistical methods by considering their relationship with the hypotheses proposed (Neuman, 2013). This study aims to find whether there is an influence of social advertising variables on green attitudes. This research falls into the explanatory category, with the aim of examining the cause-and-effect relationship between social media advertising variables and green attitude variables.

Based on these variables, the hypotheses in this study are:

Ho: Social advertising has no influence on green attitude

Ha: Social advertising has an effect on green attitude

The population of this study are Instagram social media users in Indonesia, which has a total of 109.33 million users (Ayu, 2023) This study uses purposive sampling method to determine the number of samples. The sample frame is a list containing the criteria set by the researcher. The criteria are Instagram social media users and have seen Greenpeace Ads on the Instagram account of @Greenpeace.Id. From the criteria that have been determined above, then the researcher processes it using the Slovin sample measurement formula:

$$n = \frac{N}{1 + N(e)^2}$$

Description:

- n : Sample size/number of respondents
- N : Population size
- e : Significance/error level

$$n = \frac{109.330.00}{1 + 109.330.000(0,01)}$$

$$n = \frac{109.330}{1 + 109.330}$$

$$n = \frac{109.330}{109.000} = 99,99$$

From a population of 109.330 million people with a confidence level of 90% or an error rate of 10%, then calculated using the Slovin formula, it is known that the total number of samples to be used in this study is 99.99 respondents, researchers rounded up to 100 respondents. The main data used in this study is primary data obtained from the results of distributing questionnaires via Google Forms. In this study, researchers used IBM SPSS version 29 to process the data from the validity test results, the validity test was carried out to determine how good an instrument was to be used as a concept measurement tool. The results are declared valid if the Pearson correlation between each indicator has a significance value $\leq 0,05$ and the value of the correlation coefficient $\geq 0,5$.

The data from the reliability test results carried out to obtain measuring instruments that can support research so that researchers are required to choose measuring instruments that are appropriate and do not change what has been measured in order to obtain the objectives of the research. Reliability is usually measured by the Cronbach's Alpha test and an instrument is said to be reliable if it has an Alpha value > 0.6 . Then there is a simple linear regression test, the linear regression model is said to be feasible or there is an influence of the independent variable on the dependent if the significance number is <0.05 (Neuman, 2013).

Table 1. Operational Concept

No.	Variable	Dimension	Statement	Skala Likert
1.	Social Advertising (Rehman & Al-Ghazali, 2022)	Informative	1. Greenpeace ads on Instagram social media are a good source of information in an effort to prevent plastic waste pollution.	1. Strongly Disagree 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree
			2. Greenpeace ads on Instagram social media display the latest information about the impact of single-use plastics.	
			3. Greenpeace advertisements on Instagram social media present complete information related to efforts to protect the environment from plastic waste	
		Entertainment	1. Greenpeace's advertisement about efforts to reduce the use of disposable plastic waste on Instagram social media can entertain me.	
			2. Greenpeace advertisements about efforts to reduce the use of single-use plastics on Instagram social media can attract my attention	
			3. Greenpeace ads about efforts to reduce the use of single-use plastics on Instagram social media make me happy	
		Credibility	1. Greenpeace's advertisements about efforts to reduce the use of single-use plastics on Instagram social media can be trusted.	
			2. Greenpeace advertisements about efforts to reduce the use of single-use plastics on Instagram social media can convince me	
			3. Greenpeace's advertisements about efforts to reduce the use of single-use plastics on social media can be accepted	
Ease of Use	1. Instagram social media is easy to use			
	2. Instagram social media is easy to learn			
	3. Instagram social media makes it easy for me to do something I want			

		Content	<ol style="list-style-type: none"> 1. Greenpeace's advertising content on Instagram social media regarding efforts to reduce the use of single-use plastics can influence my attitude. 2. Greenpeace's advertising content on Instagram social media regarding efforts to reduce the use of single-use plastics can be useful 3. Greenpeace's advertising content on Instagram social media regarding efforts to protect the environment is relevant to me 	
		Privacy	<ol style="list-style-type: none"> 1. I believe my privacy is safe in using Instagram social media 2. I believe I have full access to use Instagram social media 3. I believe my personal data can be maintained when using Instagram social media 	
2	Green attitude (Simamora, 2019)	Cognitive	<ol style="list-style-type: none"> 1. I have an understanding of efforts to prevent the use of single-use plastics 2. I have knowledge in preventing the use of single-use plastic. 3. I pay attention to efforts to prevent the use of single-use plastics 	
		Affective	<ol style="list-style-type: none"> 1. I feel satisfied when I can participate in efforts to prevent the use of disposable plastic 2. I feel more positive when I participate in efforts to prevent the use of single-use plastics 3. I feel energized and motivated in contributing to the prevention of single-use plastic 	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree
		Conative	<ol style="list-style-type: none"> 1. I am willing to participate in efforts to reduce plastic waste 2. I support every effort to reduce plastic waste to protect the environment 3. I do not use single-use plastic after seeing Greenpeace's advertisement on Instagram about efforts to reduce plastic waste. 	

Source: Processed Research Data, 2023

FINDINGS AND DISCUSSIONS

The questionnaire that has been distributed via Google form to 100 respondents in accordance with the research criteria is then processed using SPSS version 29. The demographic details of the respondents in this study consist of 50.9% women and 49.1% men. The age of respondents is dominated by 17-25 years old with a figure of 73.7% then 11% at the age of 26-30 years, and 9.3% aged 31-40 years. Jakarta is the most domicile of the respondents (49.2%) then Depok domicile (31.4%) and Tangerang has a figure of (9.3%) and the rest Bekasi, Surabaya, Malang, etc. have a magnitude of 1% - 2%. 100% of respondents have seen advertisements from Greepeace on Instagram social media regarding plastic waste issues.

Validity Test

Table 2 explains the results of data processing related to the validity test show that each data in the independent variable is said to be valid after being processed using SPSS version 29. Furthermore, each indicator has a significance value of $\leq .001$ with the meaning that all data obtained regarding social advertising variables are valid.

The validity test results in table 3 state that all components of the green attitude variable indicator are proven to be valid because the significance value is $\leq 0,05$. The significance level obtained states that each indicator has a significant value, which is equal to $\leq .001$. Exposure related to this validity test as a whole explains that each indicator used for social advertising and green attitude variables is valid.

Tabel. 2 Validity of Social Advertising Variables

<i>Social Advertising</i>		
Indikator	Pearson Correlation	Sig.
XI_1	580**	< .001
XI_2	529**	< .001
XI_3	570**	< .001
XE_1	672**	< .001
XE_2	450**	< .001
XE_3	661**	< .001
XC_1	641**	< .001
XC_2	731**	< .001
XC_3	647**	< .001
XU_1	318**	< .001
XU_2	485**	< .001
XU_3	593**	< .001
XCT_1	612**	< .001
XCT_2	621**	< .001
XCT_3	651**	< .001
XP_1	575**	< .001
XP_2	643**	< .001
XP_3	593**	< .001

** .correlation is significant at the 0.01 level (2 tailed)

Source: Processed Research Data, 2023

Table 3. Validity of Green Attitude Variable

<i>Green Attitude</i>		
Indikator	Pearson Correlation	Sig.
YK_1	706**	< .001
YK_2	652**	< .001
YK_3	667**	< .001
YA_1	734**	< .001
YA_2	622**	< .001
YA_3	760**	< .001
YKN_1	695**	< .001
YKN_2	669**	< .001
YKN_3	639**	< .001

** .correlation is significant at the 0.01 level (2 tailed)

Source: Processed Research Data, 2023

Reability Test

After conducting a reliability test on statements related to social advertising variables, the Crobach's alpha value shows a number of 0.887. for statements related to green attitude, the Cronbach's alpha value obtained is 0.841. Based on the results of the reliability test on social

advertising and green attitude variables, it was found that each variable obtained a Cronbach's alpha value of more than >0.6 so that it can be said to be reliable and can be used to continue the calculation.

Table 4. Reliability of Social Advertising

Reliability Statistics	
Cronbach's Alpha	N of Items
.887	18

Source: Processed Research Data, 2023

Table 5. Reliability of Green Attitude

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	9

Source: Processed Research Data, 2023

Simple Linear Regression Analysis

Decision making in the simple linear regression test is determined through the significance value in the coefficients table. After processing the data, the result is a significance value of 0.001 which is smaller than the probability value (0.050). This value shows that social advertising variables affect the green attitude variable. The data obtained is in accordance with the hypothesis testing criteria that Ho is rejected and Ha is accepted. This means that social advertising carried out by Greenpeace has a significant influence on green attitude.

Table 7 explains the level of the correlation or relationship value (R) of the variables used. The data shows that there is a relationship of 0.741 in both variables. Based on this output, the coefficient of determination (R Square) value is 0.549, which means that the social advertising variable as a whole has

an effect of 54.9% on the green attitude variable.

Based on the coefficient of determination (R Square) in table 8, the informative dimension of social advertising has an influence of 35.3% on green attitude.

Table 9 explains the entertainment dimension has a coefficient of determination of 0.279, which means that the entertainment dimension has an influence of 27.9% on green attitude.

Table 10 shows the coefficient of determination of 0.416. This data shows that the credibility dimension of social advertising has an influence of 41.6% on green attitude.

Based on the results of the coefficient of determination (R Square), Ease of Use dimension in social advertising has an influence of 26.8% on green attitude.

In table 12, it can be seen that the R Square or the coefficient of determination contained in the content dimension is 0.417. in other words, the content dimension in social advertising variables has an influence of 41.7% on green attitude.

Finally, the result of the coefficient of determination (R Square) on the privacy dimension in the social advertising variable shows a figure of 0.147. This means that the privacy dimension has an influence on green attitude by 14.7%

Table 6. Coefficients

Model		Coefficients ^a				
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.315	.283		4.640	<.001
	Social Advertising	.725	.066	.741	10.912	<.001

a. Dependent Variable: Green Attitude

Source: Processed Research Data, 2023

Table 7. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.544	.279

a. Predictors: (Constant), X_TOTAL

Source: Processed Research Data, 2023

Table 8. Informative Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.594 ^a	.353	.346

a. Predictors: (Constant), X_Informative

Source: Processed Research Data, 2023

Table 9. Entertainment Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.529 ^a	.279	.272

a. Predictors: (Constant), X_Entertainment

Source: Processed Research Data, 2023

Table 10. Credibility Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.645 ^a	.416	.410

a. Predictors: (Constant), X_Credibility

Source: Processed Research Data, 2023

Table 11. Ease of Use Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.518 ^a	.268	.261

a. Predictors: (Constant), X_EaseOfUse

Source: Processed Research Data, 2023

Table 12. Content Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.646 ^a	.417	.411

a. Predictors: (Constant), X_Content

Source: Processed Research Data, 2023

Table 13. Privacy Dimension

Model Summary			
Model	R	R Square	Adjusted R Square
1	.383 ^a	.147	.138

a. Predictors: (Constant), X_Privacy

Sumber: Processed Research Data, 2023

CONCLUSION

Based on the data that has been obtained and processed in this research on the influence of Greenpeace social advertising on green attitude, it can be concluded that social advertising or social media advertising carried out by Greenpeace has a significant influence on green attitude. Social advertising has a moderate influence on green attitude. Other factors are influenced by other things outside of this study. After testing the hypothesis, it was found that Ho was rejected and Ha was accepted. Researchers hope that this research can be used as a reference by other researchers who have similar variables or theories used. Finally, researchers hope that there will be further studies related to factors that are not mentioned in the research on the influence of social advertising on green attitude.

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